Amendments to the claims

1-11 (Cancelled).

12 (Currently amended): A method for marketing digital <u>content</u>, comprising:

    a) storing an inventory of assets in a hard drive of a personal computer prior to delivery of said personal computer to a user, wherein said assets are instances of the digital content and are protected from unauthorized use by a digital wrapper requiring at least one key for unwrapping;

    b) subsequent to said delivery of said personal computer to said user, displaying on the personal computer information about said inventory;

    c) accepting a selection representing a particular said asset from said user;

    d) transmitting money representing payment for said selection and an identifier associated with said selection from the personal computer to a clearing house, via a communications system;

    e) receiving at least one key associated with said selection at the personal computer; and

    f) unwrapping said digital wrapper protecting said selection using ~~all said keys~~ <u>said at least one key</u> required for said selection.

13 (Previously presented): The method of claim 12, wherein:

said (e) includes:

    1) receiving at the personal computer a first said key from said clearing house;

    2) transmitting from the personal computer said first said key to a master server, via said communications system; and

    3) receiving back at the personal computer a second said key from said master server.

14 (Previously presented): The method claim 12, wherein said (b) through said (f) are performed using a graphical user interface that presents said assets metaphorically as merchandise and units of service in aisles of stores.

<p align="center">**Amendments to the claims**</p>

15 (Original): The method of claim 12, wherein said graphical user interface further presents said stores metaphorically as a member of the set consisting of villages, town squares, shopping centers, and malls.

16-25 (Cancelled).

26 (Currently amended): A system for marketing digital content to a user on a personal computer, comprising:

  a hard drive installed in the personal computer, wherein an inventory of assets are stored

    in said hard drive, said assets are instances of the digital content, and said assets

    are protected from unauthorized use by a digital wrapper requiring at least one

    key for unwrapping;

  a logic in the personal computer to:

    display information about said inventory to the user;

    accept a selection by the user of a particular said asset;

    receive ~~all said keys~~ said at least one key required for unwrapping said selection;

     and

    unwrap said digital wrapper protecting said selection.

27 (Currently amended): The system of claim ~~27~~ 26, wherein:

  said hard drive is installed by a manufacturer of the personal computer with said

    inventory already pre-stored therein.

28 (Previously presented): The system of claim 27, wherein:

  the personal computer includes a communications unit; and

  said logic is further to:

    transmit money representing payment for said selection and an identifier

     associated with said selection, via said communications unit to a remote

     location; and

    receive at least one of said keys required for unwrapping said selection, via said

Amendments to the claims

communications unit from said remote location.

29 (Previously presented): A unit for use in marketing digital content to a user of a personal computer, comprising:

        a hard drive for installation into the personal computer, wherein:

                an inventory of assets are stored in said hard drive;

                said assets are instances of the digital content, wherein at least one said asset is an executable software that is pre-configured to run from said hard drive once it is installed in the personal computer; and

                said assets are protected from unauthorized use by a digital wrapper requiring at least one key for unwrapping.

30 (Currently amended): The system of claim 29, wherein:

        said hard drive includes a client logic that is installable into the personal computer,

                wherein said client logic is to:

                display information about said inventory to the user;

                accept a selection by the user of a particular said asset;

                receive ~~all said keys~~ <u>said at least one key</u> required for unwrapping said selection; and

                unwrap said digital wrapper protecting said selection.

31 (Previously presented): The system of claim 30, wherein said client logic is further to:

                transmit money representing payment for said selection and an identifier associated with said selection, via a communications unit to a remote location; and

                receive at least one of said keys required for unwrapping said selection, via said communications unit from said remote location.